

Laurie Tobin

July 14, 2006

Dear Sir or Madam:

As a new lia sophia advisor, I am writing to you in regards to the proposed Business Opportunity Rule R511993. I understand the FTC's responsibilities to protect the public from "unfair and deceptive acts or practices," but I do not believe that the lia sophia company falls into that category. I was not coerced or cajoled into joining this company, nor was I misled in any manner. I was given the necessary data and guidelines to make an informed decision as a free-thinking adult in this great country of ours. I am so blessed to have had this opportunity shared with me and I am on my way to an exciting and lucrative career. Yes, this is a career, my career, and I would like to voice my concerns and tell you my story.

I passed the California Real Estate exam in May of 2005 and began selling in June of that year. I gave 100% of my time and effort into getting that business going. I made my first paycheck in October of 2005. It was \$80.00. I spent 5 months working all day, every day, giving up family time and personal time, to earn eighty bucks. Real estate is a hard business to get going in. It is also one of the most unethical businesses, along with automobile sales and politics. One of the reasons I did not close a deal in those first five months is because I am a person with a conscience and I could not, in good faith, sell a home to someone when I knew very well that they couldn't afford it. I have taken the Ethics course and I have seen first-hand that there are realtors who have forgotten what they learned in it. There will always be someone who brings down others with their shame. That is true of ANY business. However, I did not receive any written information on past lawsuits (and you know there are MANY), nor did I receive any earning statements or prior purchasers list before I began my business.

Buying a home is the single biggest investment a person makes in his/her life, and there is no seven-day waiting period for me to decide to sell them one. And as for upfront costs, believe me, I spent way more than the \$99 cost of the lia sophia starter kit on getting myself into real estate! I share with people all the time about what I do for a living, both real estate and lia sophia. My goodness, if I had to keep track of every person I spoke to to make sure that 7 days had passed before they could join me, I wouldn't have time to sleep!

Also, to require the release of **any** information regarding lawsuits involving misrepresentation, or unfair or deceptive practices whether or not the company is found guilty is ridiculous! How many lawsuits are filed every day in this country? And, unfortunately, many "unfair" and "deceptive" ones have been won, although the company may not be at fault. (We all remember the hot coffee incident involving McDonald's, don't we?) Even so, I would think it more just to only require the release of information if the company were found guilty. Otherwise, almost every company, everywhere, would be forced to dig through mountains of files for every frivolous lawsuit

ever filed. How unfair that companies with stellar reputations would be looked upon as shady, and therefore, lose business through no fault of their own.

Finally, the proposed rule requires the disclosure of a minimum of 10 prior purchasers nearest to the prospective purchaser. As the wife of a former victim of identity theft, I strongly object to anyone being given my personal information without my consent or knowledge. I still shred anything with both my name **and** address on it! I would feel very uncomfortable giving out this kind of information, let alone allowing someone I don't know give out mine.

I do understand and appreciate the need to protect consumers and the public in general, but I believe that this proposed rule in its current state will do exactly the opposite. Many entrepreneurs and would-be entrepreneurs will be forced to spend time and money that they cannot afford to spare on research, paperwork, and filing. Surely, there is a less invasive alternative to achieve the goal that has been set forth.

Thank you for your time and, let me please add, I would like to thank the person who shared the lia sophia opportunity with me as I would not be as self-confident and hopeful as I am today.

Respecfully,

Laurie Tobin